Modern Shoemaking

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SEPTEMBER, 1916

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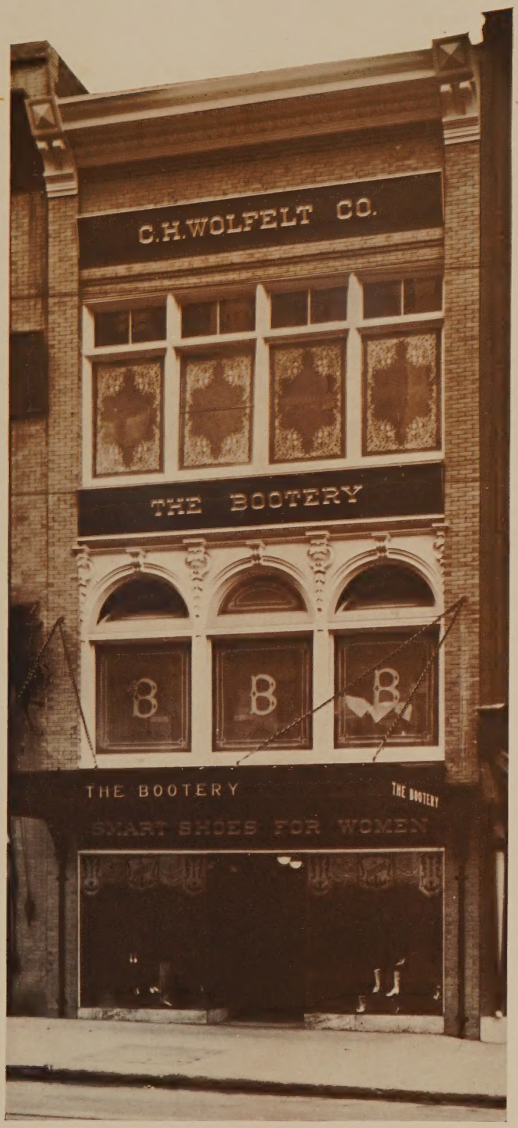
SCHMIDT'S

PRIZE WINNING CALF LEATHERS

THE PICK OF THE PARTICULAR

MUSTARD YELLOW

It is only fair and safe to say that Carl E. Schmidt has produced more shades of calf leather which have become popular than any other American tanner, and now we show his "Mustard Yellow" the very latest product of this master chemist. This color has a golden hue that blends beautifully with ivory or white combination. New York sees it first.



THE BOOTERY, SAN FRANCISCO, U. S. A.
A LEADING AMERICAN RETAIL SHOE CONCERN
UN ESTABLECIMIENTO AMERICANO MODELO
DE CALZADO AL POR MENOR

The Bootery

SAN FRANCISCO, CALIFORNIA, U. S. A.

A LEADING AMERICAN RETAIL SHOE CONCERN

UN ESTABLECIMIENTO AMERICANO MODELO DE CALZADO AL POR MENOR

In beauty of arrangement the display windows are leading examples of twentieth century store fronts.

El bonito arreglo de las vidrieras es típico de un establecimiento moderno por todos conceptos.

The Bootery

SAN FRANCISCO, CALIFORNIA, U. S. A.

A LEADING AMERICAN RETAIL SHOE CONCERN
UN ESTABLECIMIENTO AMERICANO MODELO DE CALZADO AL POR MENOR

The lobby and entrance reflect the good taste that is displayed throughout the entire establishment.

El pasillo y la entrada reflejan el buen gusto que reina en todos los detalles del establecimiento.

The Bootery

SAN FRANCISCO, CALIFORNIA, U. S. A.

A LEADING AMERICAN RETAIL SHOE CONCERN

UN ESTABLECIMIENTO AMERICANO MODELO DE CALZADO AL POR MENOR

The entrance and front section of the main floor give an idea of the distinctiveness of the furnishings.

La entrada y la sección delantera del primer piso da una idea del elegante equipo de la tienda.

The Bootery

SAN FRANCISCO, CALIFORNIA, U. S. A.

A LEADING AMERICAN RETAIL SHOE CONCERN

UN ESTABLECIMIENTO AMERICANO MODELO DE CALZADO AL POR MENOR

The main salesroom has an air of simplicity and richness that places the store in a class of its own.

El cuarto principal de ventas es sencillo, pero ricamente adornado y original en extremo.

The Bootery

SAN FRANCISCO, CALIFORNIA, U. S. A.

A LEADING AMERICAN RETAIL SHOE CONCERN

UN ESTABLECIMIENTO AMERICANO MODELO DE CALZADO AL POR MENOR

The Black and Gold French Slipper Room for arrangement and appointments would please the most fastidious taste.

El salón francés, adornado en negro y dorado, dedicado a la sección de zapatos de fantasia, agradará a la persona de gusto más refinado.

The Bootery

SAN FRANCISCO, CALIFORNIA, U. S. A.

A LEADING AMERICAN RETAIL SHOE CONCERN

UN ESTABLECIMIENTO AMERICANO MODELO DE CALZADO AL POR MENOR

The Children's and Sporting Goods department embodies the same excellent beauty of design noted throughout the store.

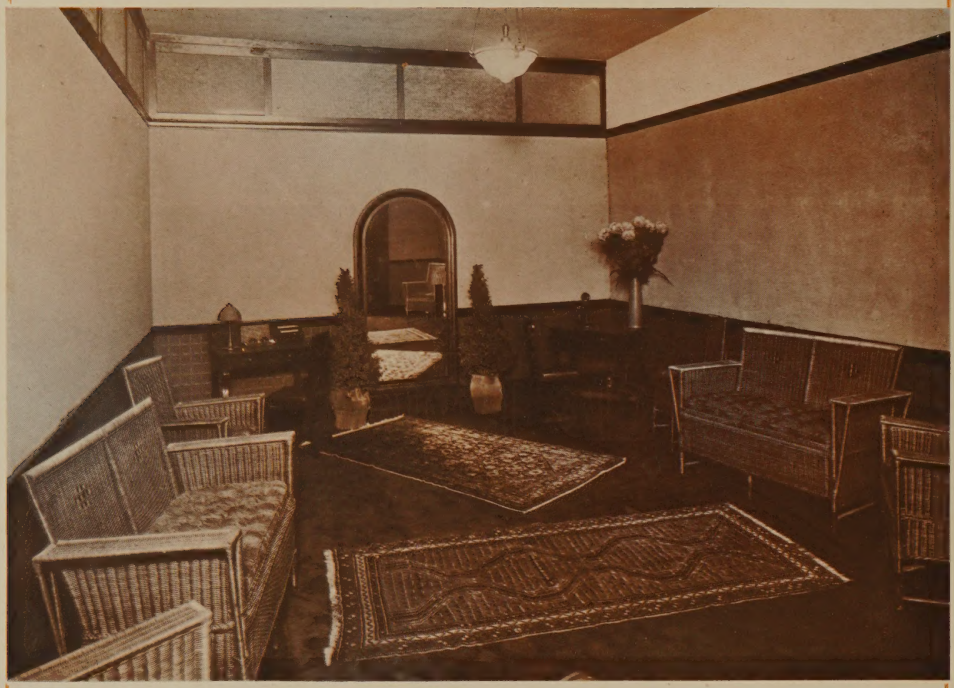
El salon de calzado para niños y artículos para "sports" es tan atractivo como el resto del establecimiento.

The Bootery

SAN FRANCISCO, CALIFORNIA, U. S. A.

A LEADING AMERICAN RETAIL SHOE CONCERN

UN ESTABLECIMIENTO AMERICANO MODELO DE CALZADO AL POR MENOR



The fittings of the Women's Rest Room suggest restfullness in every line. Every convenience for comfort is provided here.

El cuarto de descanso para señoras tiene adornos apropiados a su objeto. No se ha omitido detalle alguno para la comodidad de los clientes.

THE J&M JOHNSTON & MURPHY TRADE MARK SHOE

THE SEASON'S SENSATION

MADE OF GENUINE SCOTCH GRAIN
AND PROPERLY

MANUFACTURED IN

NEWARK, NEW JERSEY

UNITED STATES OF AMERICA

KOZAK & McLOUGHLIN

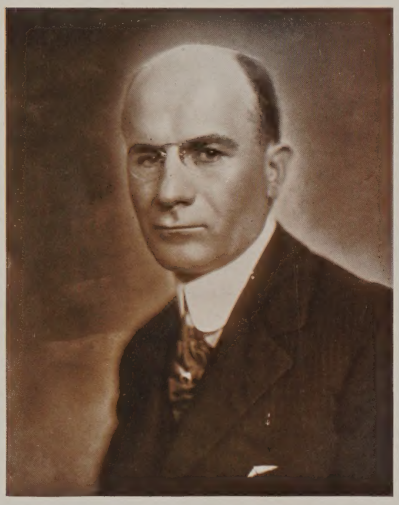
BUILDERS OF WOMEN'S HIGHEST GRADE FOOTWEAR

LONG ISLAND CITY, N. Y., U. S. A.

Joseph J. Kozak and Henry E. McLoughlin constitute the firm of Kozak & McLoughlin, makers of really high grade footwear for women.

They are both shoemakers of the practical, artistic, energetic type, and with their unusual talent along such lines they have keen financing ability, altogether making the rare combination that spells success, in spite of any adverse conditions which may naturally or otherwise arise in their commercial life.

Joseph J. Kozak, although only thirty-seven years old, has had a life-time of experience in making women's boots, shoes and slippers.



JOSEPH J. KOZAK

HENRY E. McLOUGHLIN

When at the age of thirteen, he worked with his brother Frank, who for two score years has rated among the first-class, skilled cordwainers of the great American Metropolis. So it will be understood that Joseph learned well the art of highest type shoemaking by hand. At the age of twenty he had added to his ability as a shoe bench expert the distinction of being one of the finest Goodyear Machine operators and with his ever-watchfulness, and determination to learn all branches of the craft, was able at this time to take charge and direct the efforts of other mechanics.

This he did, holding superintendent's positions in several of the most reputable shoe factories in Brooklyn, before he launched into business for himself under the firm name of Brady & Kozak, at 151 W. 18th St., New York City.

The death of Mr. Brady, shortly after the formation of the firm, gave Mr. McLoughlin the opportunity to be associated with Mr. Kozak, and because of the former's ability as a designer and draftsman of patterns, with an all-around general knowledge of shoe construction, Mr. Kozak wisely selected him as a partner.

Henry E. McLoughlin started in the shoemaking game with the well-known firm of its day, Gardiner & Estes, the senior member of the institution being Hubert Gardiner, deceased, so well remembered by the trade, and the uncle of Mr. McLoughlin.

When the house of Gardiner & Estes dissolved, and Mr. Gardiner cast lots with J. H. Wichert, under the firm name of Wichert & Gardiner, Mr. McLoughlin went to that concern with his uncle and there remained until he entered the establishment which now bears his name. Mr. McLoughlin is thirty-seven years old, singularly the same age as his partner, Mr. Kozak.

The thoroughly modern shoemaking factory of Kozak & McLoughlin, 14th Street and Governor's Place, Long Island City. The first high grade footwear producing plant to be located in that section of Greater New York

Kozak & McLoughlin have for several years been recognized as shoe producers of the highest order, and patronized by the leading high-grade retail establishments of the large cities of America. Their new factory, the last word in modern construction and equipment, gives them a position with particular patrons superior to the majority, and inferior to no manufacturers of boots and shoes for women in America.

They were the first firm to recognize the great advantages of Long Island City, located directly across the East River from New York, at 59th street, with quick subway and Queensboro Bridge connections to the city proper, and built the first factory for the manufacture of high grade footwear there.

UTZ & DUNN CO.

No. X 329 D. Gray buck top, dull calf, National fox, 8-inch lace boot, Juanita last, plain toe, close edge welt, Vanity heel (with celluloid plates) $4.75, without celluloid plates $4.50.

Two high class distinctive novelties. To appreciate their value as attractors of the elite of fashionable women one must see the shoes themselves. Not only are they beautiful examples of artistic craftmanship but they are also fully up to the Utz & Dunn Co. standard of honest quality, perfect fit and lasting shapliness. Made and shipped in 30 days.

No. X 0344 A. Ivory kid overlap top, Mahogany Russia Calf, whole fox, West Point 8-inch lace boot, Juanita last, imitation wing tip, close edge welt, full covered Louis heel (with brass plates) $5.60, (without brass plates) $5.50.

ROCHESTER
NEW YORK, U.S.A.

WOMEN'S MOTOR BOOT

J. & T. COUSINS COMPANY
Manufacturers
BROOKLYN, N. Y., U. S. A.

CORRECT SELLING

Consists not only in selling the customer a pair of shoes but in fitting him correctly and giving him wearing and style qualities that will induce further patronage at your store. Weber shoes insure this; because they are the result of years of study as to the desires and demands of the up-to-date men's trade. Our line will interest any live dealer. A postal will insure a salesman calling, or any information desired.

No. 198
Gun Metal Blu. Bal., Mat Kid Top
Kum Back Last
$2.40

UNION MADE

No. 761
Tan Cord. Bal., Top Same
Ritz Last
$3.50

WEBER BROS. SHOE CO.

MANUFACTURERS OF MEN'S FOOTWEAR

NORTH ADAMS, MASS., U. S. A.

BROCADE EVENING AND DANCING BOOT

Courtesy
Thomas G. Plant Company
Boston, U. S. A.

REED FOOTWEAR

THE FAVORITE OF THE FAIR

We have earned our present position among the shoe building elements of the world after fifty years – just ended – of unbroken effort. Today, as in 1866 and during the intervening years, we are with the winners, and are now doing the largest business in the history of our firm.

E. P. REED & CO.

ROCHESTER, N. Y., U. S. A.

GIRLS' SKATING BOOTS

All present indications suggest a good demand for Skating Boots this coming winter, and we have prepared ourselves to produce this kind of footwear, in the best manner and quickest time.

The illustration herewith shown represents a Russia calf skating boot for girls and which we also make in black or pearl elk. We are ready to take orders now and fill them promptly for the winter season.

DUGAN & HUDSON CO.

ROCHESTER, NEW YORK, U. S. A.

ALDEN'S BOOTS FOR MEN

Whatever is required in men's footwear to make it sought after repeatedly by the consumer is in the product made by C. H. Alden Company of Abington, Mass.

FALL, 1916

One of the daintiest, most stylish, best fitting lines of women's turn boots made in America, is that designed, manufactured and sold by the world known Hervey E. Guptill of Haverhill, Massachusetts. The above pattern correctly illustrating one of his latest creations, will be found in his long display at 183 Essex Street, Boston.

Hervey E. Guptill

"PINGREE"

Take a look at these bread and butter winners. We are making a lot of them for our most particular trade, and if you are not one of the firms thus associated, we will be glad to serve you as promptly as is possible with any shoemaking concern, consistent with good work. Get in touch with us at our factory.

THE PINGREE COMPANY, DETROIT, MICHIGAN, U.S.A.

These Boots On Our Newest Lasts

THE NORFOLK

Our new last exactly the same as our Brighton (825) last but designed for 1½ to 1⅝ inch heel. All the style of the high heel boot and much better for walking.

THE DERBY

The fashionable boot for the woman who likes low heels. Notice that the shank is nicely arched, giving the foot a graceful line.

HALLAHAN & SONS, Inc.

Makers of High Grade Shoes for Women

PHILADELPHIA

New York Office
Marbridge Bldg., 34th & B'dy
L. M. Gerson M. A. Warde
John R. Varley

London Office
Milton House, Chiswell St.
Henry Bolton

"THE CORRECT DODGE"

FOR ALL OCCASIONS

E 880

This Louis heel turn slipper is made of white calf, with patent inlay, and is a very attractive black and white combination. The name of it is

FLORA

E 751

This half Louis heel turn slipper is made of white nubuck, with white kid band, and white kid covered heel. Vaughn's arctic waterproofed white sole. Its name is

JEAN

We have the exclusive use and sale of Vaughn's Arctic Waterproofed white sole leather in our grade of turned shoes. It makes a flexible, serviceable, attractive something to tread upon. The consumer likes it because it satisfies. The dealer likes it because it sells.

NATHAN D. DODGE SHOE CO.

NEWBURYPORT, MASS.

FOX FOOTERY LEADS

This Popularly Priced Line of Pumps and Slippers runs away from competition in style, value and the power to make you profits and friends. It is footwear that puts life into your windows and punch in your sales. Now made with extra hand finishing, adding a little more cost with a lot more looks. Get them – sell them – then bank the dividends.

Charles K. Fox, Inc., Haverhill, Mass., U. S. A.

ABSOLUTELY NEW

CHIFFON CALF

LATEST ADDITION TO THE SCHMIDT CALF LEATHERS BETTER THAN SUEDE AND FINER THAN BUCK : : : : : : : : :
ASK FOR SAMPLES

CARL E. SCHMIDT & COMPANY, INC., DETROIT, MICHIGAN UNITED STATES OF AMERICA.

THE NEW LEATHER

CHIFFON CALF

WILL NOT— S-T-R-E-T-C-H

THEREFORE SHOES MADE OF IT WILL HOLD THEIR SHAPE.
HAS THE STRENGTH OF GRAIN LEATHER CONSEQUENTLY STITCHES AND BUTTON HOLES WILL NOT TEAR OUT.
PRODUCED IN MODISH SHADES.

CARL E. SCHMIDT & CO., Inc.
DETROIT, MICHIGAN, U. S. A.

BOSTON SALES ROOMS
EIGHTY-ONE SOUTH STREET

REPRESENTATIVES

H. B. ALTENDERFER
331 ARCH ST.
PHILADELPHIA

A. J. & J. R. COOK
153 SECOND ST.
SAN FRANCISCO

EST. 1844
THE BOYDEN SHOE
NEWARK, N.J. U.S.A.
REG. U.S. PAT. OFF.

BOYDEN'S BOOTS
FOR MEN

NO. A 500
BROWN CORDOVAN BAL
BROWN CRESCO TOP
REGENT LAST

EST. 1844
THE BOYDEN SHOE
NEWARK, N.J. U.S.A.
REG. U.S. PAT. OFF.

ELEGANCE

GEORGE BAKER & SONS

BROOKLYN, NEW YORK, U. S. A.

A STRAIGHT HAND-SEWED BOOT
OF A VALUE UNEQUALLED IN
HIGH CLASS SHOE BUILDING

THE MACDONALD & KILEY CO.

MANUFACTURERS

We were ready during the mid-summer with our hot weather styles. The above cut shows one of them that was—and is today—a favorite. Next season we will be on the front seat with an up-to-the-minute display of samples. Watch for them to be illustrated in the columns of this magazine.

CINCINNATI, OHIO, U. S. A.

Some Famous Men Whose Early Years Knew Lapstone, Awl, and Hammer

Especially Written and Illustrated for This Publication

THE gentle craft is justly proud of the great men, once shoemakers, who later won fame in the world and whose names live in history. What was there about hours spent early in life at the shoemaker's bench which led to greatness later? Coleridge has said that the shoemaker's trade has been followed by a greater number of eminent men than any other branch of mechanical employment. The continuous opportunity for contemplation, and oftentimes for reading, which the shoemaker of the olden days had must have been in considerable measure responsible for the noteworthy achievement which followed later in life in so many instances. Few there are to-day who would be contented to peg and sew contemplatively and industriously as did the shoemaker of old. Perhaps it would be better if there were more,— but "times do shift" and "new things succeed". There's nothing contemplative about modern business, nor about the intricate, effective, and swift-running machines in the modern shoe factory.

ROGER SHERMAN
Statue by C. B. Ives, at Hartford, Conn.

The list of those who have attained prominence in literature, statesmanship, scholarship, theology, philanthropy, and other fields of high effort, who at some time had been members of the gentle craft, is a long one, and each and every one gloried that he once had been a shoemaker, whatever distinction followed. Loyalty to the days spent at the bench has characterized them all. Many of them, indeed, looked back upon the shoemaker's bench as a foundation and the lapstone as a stepping stone to the greater things in succeeding years.

THREE FAMOUS AMERICANS

The most famous Americans who were cobblers in their youth were Roger Sherman, John Greenleaf Whittier, and Henry Wilson. Each was of humble parentage, in youth experiencing the pinch of poverty and the weariness of work; each was to a great extent self-educated, demanding an education in spite of handicaps; they were studious and book-loving men, deeply religious, of high principles, and indomitable in purpose both at the shoemakers' bench and in whatever they undertook later. It is interesting that these three great Americans were great along similar paths—public service in their day and generation. The story of their lives is far from dull. Massachusetts can claim two by right of birth, and the third was a citizen of Massachusetts from young manhood until his death in the Capitol at Washington.

ROGER SHERMAN

ROGER SHERMAN was born in Newton, Mass., April 19, 1721. In 1723 his father moved to that part of Stoughton which has since become Canton. At an early age Roger learned the trade of shoemaker from his father, and worked beside him in the shop and on the farm. He was often found with a book open before him when at his work. In 1743, his father having died in 1741, with his mother and two younger brothers he moved to New Milford, Connecticut, where his older brother resided. It is said that he journeyed on foot, carrying the tools of his trade. There he commenced business as a shoemaker, but before long went into mercantile business with his brother. He was appointed surveyor of New Haven County in 1745, a very remunerative position. He was an assiduous student, studied law, in 1754 was admitted to the bar, and rose rapidly in his profession. He was a pamphleteer on public questions, and also prepared a series of almanacs, the first being published in 1750.

In 1755 he was elected a member of the general assembly, and also in 1758–1761. In 1759 he was appointed a justice of the court of common pleas for the county of Litchfield. In 1761 he removed to New Haven, in 1764–1766 was a member of the Connecticut house of representatives, in 1765 was appointed treasurer of Yale College, from 1766 to 1785 was a member of the upper house of the legislature, and was judge of the superior court of Connecticut from 1766 to 1789.

He was a member of the First Continental Congress in Philadelphia in 1774, was on the committee to prepare a declaration of independence, and was one of the signers. In 1784 he was elected mayor of New Haven, continuing in office until his death. In 1785 he was elected to Congress under the federal constitution, and was a member of the Constitutional Convention in 1787. He was elected a representative to the First Congress (1789–1791) and served as United States senator from June 13, 1791, until his death in New Haven, July 23, 1793.

HENRY WILSON

Roger Sherman was a self-taught scholar and distinguished citizen. He was a careful observer and deep thinker, of common sense and inflexible integrity. His public life covered an important part of the country's history from the beginning of the French and Indian War to the close of Washington's first administration, one of the formative periods of our national life. He was among the leading statesmen and patriots of revolutionary days and has been ranked by many as second to none of his contemporaries but Washington. His knowledge of shoemaking served to protect the government from imposition in contracts for the Revolutionary army.

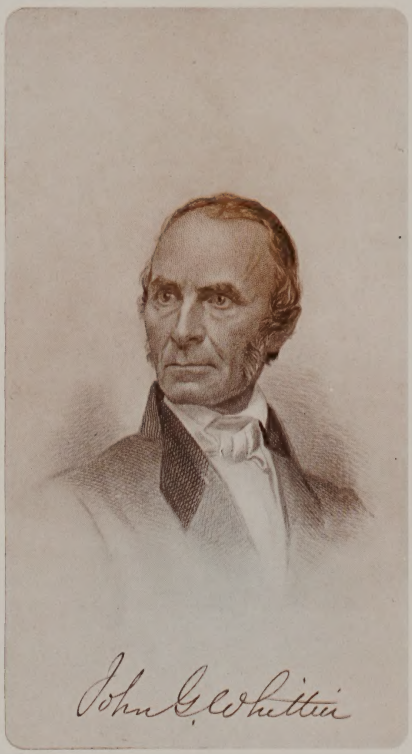
Roger Sherman was the grandfather of Senator George Frisbie Hoar, and the descendants of his fifteen children are prominent in many states.

HENRY WILSON

HENRY WILSON was born at Farmington, N. H., February 16, 1812, the son of Winthrop and Abigail Colbath. Born in poverty, he was apprenticed as a farm-hand when ten years old, and by the time he was twenty-

one years old had read more than one thousand books of history, biography, philosophy, and general literature. When he became of age, by an act of the legislature he had his name changed from Jeremiah Jones Colbath to Henry Wilson, by the advice of the family he had lived with and with the approval of his parents.

In 1833, his apprenticeship over, young Wilson was unsuccessful in obtaining employment in New Hampshire and having heard of the prices paid for making shoes in Natick he determined to seek his fortune in the state of Massachusetts, making the journey on foot. He spent one dollar and five cents in traveling a distance of about one hundred miles. He hired himself out, at first, but at the end of seven weeks began working for himself.



JOHN GREENLEAF WHITTIER

Anxious to obtain money for an education, he applied himself to shoemaking with unflinching assiduity, and soon was a much faster workman than his associates. The determination and energy of his later years in public life was foreshadowed by his work as a cobbler in Natick, when he always worked sixteen hours a day and "not infrequently all night and two days in succession without sleep". "He is a very good young man; we like him much," said Mrs. William Perry, with whom he boarded: "but he keeps us all awake by his continual pounding through the night."

He joined the Natick Debating Society in 1835 and acquired skill in argument, parliamentary practice and the ability to "think upon his feet", of great value in later years.

Work and study impaired his health so that in May, 1836, on the advice of his physician he started on a journey to the South. Passing through Maryland he for the first time saw slaves of both sexes toiling in the fields. One of his biographers thus describes his visit in Washington:

"On arriving at Washington, May 15, he entered the Capitol, listened to the stormy debates in Congress, and saw the petitions of the philanthropic men and women of the country against the traffic in human flesh and sinews laid upon the table. He saw the subserviency of Northern politicians to the domination of the South. He grasped at once the commanding question of America. He visited Williams's notorious slave-pen on the corner of Seventh and B Streets; he saw the poor people sold, manacled, separated, and marched away to toil and suffering beneath the whip of unfeeling taskmasters at the South. His sympathies for the bondmen, his indignation against the cruel system of human traffic carried on hard by the Capitol of a nation boastful of its freedom, were re-awakened, so that he then and there determined, that, come weal or woe, the powers which God had given him should thenceforth be devoted to the destruction of an institution so revolting to every instinct of humanity, so inconsistent with the declaration of our national independence, and so antagonistic to the whole teaching and spirit of the gospel.

"This is the key to Mr. Wilson's political career; and by it his public acts must be interpreted. To this principle of human freedom, deeply embedded in his heart and running through every fibre of his intellectual character, he held, through all the political changes in the state and nation, with inflinching steadiness."

Returning from Washington, he spent a year in study at various academies in New Hampshire, but being in need of money he returned to Natick in the fall of 1837, where he taught school during the winter term. Then he began to manufacture shoes for the southern market. During his ten years as a shoe manufacturer he made six hundred and sixty-four thousand pairs of shoes, the record for the year 1847 being one hundred and twenty-two thousand pairs, when he employed one hundred and nine workmen.

But Henry Wilson followed shoemaking from necessity, not from choice. Human rights, human freedom, human progress, were constantly in his thoughts and it was natural that he should gradually work into public life. He soon entered politics and was known as a forceful speaker, taking part in the Harrison campaign of 1840 with enthusiasm. He served in the Massachusetts house of representatives in 1841 and 1842, in the state senate in 1844, 1845, 1846, 1850, 1851, 1852. He was elected to the United States Senate to fill the vacancy caused by the resignation of Edward Everett, and served—a colleague of Charles Sumner—from January 31, 1855 to March 3, 1873, when he resigned to take office as Vice-President of the United States, having been elected with Grant in 1872. He was eighteenth vice-president and died in office, at the Capitol at Washington, on November 22, 1875.

THE SHOEMAKERS

By John Greenleaf Whittier

Published by Arrangement with Houghton Mifflin Company

Ho! workers of the old time styled
The Gentle Craft of Leather!
Young brothers of the ancient guild,
Stand forth once more together!
Call out again your long array,
In the olden merry manner!
Once more, on gay St. Crispin's day,
Fling out your blazoned banner!

Rap, rap! upon the well-worn stone
How falls the polished hammer!
Rap, rap! the measured sound has grown
A quick and merry clamor.
Now shape the sole! now deftly curl
The glossy vamp around it,
And bless the while the bright-eyed girl
Whose gentle fingers bound it!

For you, along the Spanish main
A hundred keels are ploughing;
For you, the Indian on the plain
His lasso-coil is throwing;
For you, deep glens with hemlock dark
The woodman's fire is lighting;
For you, upon the oak's gray bark,
The woodman's axe is smiting.

For you, from Carolina's pine
The rosin-gum is stealing;
For you, the dark-eyed Florentine
Her silken skein is reeling;
For you, the dizzy goatherd roams
His rugged Alpine ledges;
For you, round all her shepherd homes,
Bloom England's thorny hedges.

The foremost still, by day or night,
On moated ground or heather,
Where'er the need of trampled right
Brought toiling men together;
Where the free burghers from the wall
Defied the mail-clad master,
Than yours, at Freedom's trumpet-call,
No craftsmen rallied faster.

Concluded on Page 42

Henry Wilson's public career was a record of service. He bore an honorable part in guiding the nation through the Civil War and the succeeding perilous years. He was a strong abolitionist and one of the founders of the Republican party. He was the author of three books of historical value: Anti-Slavery Measures in Congress, Reconstruction Measures in Congress, The Rise and Fall of the Slave Power in America. He was always proud of his years at the shoemaker's bench, and was known as "the Natick cobbler".

JOHN GREENLEAF WHITTIER

JOHN GREENLEAF WHITTIER, the "Quaker Poet of New England", was born in a farmhouse near Haverhill, Mass., December 17, 1807. All the schooling he received was at the district school and during two years at the Haverhill Academy. He learned the shoemaker's trade and made slippers after hours to meet the expenses of what schooling he obtained.

When fifteen years of age, a copy of Burns's Poems awoke a desire in him to write, and when nineteen he began to send verses to William Lloyd Garrison's *Free Press*, published at Newburyport, and to the local newspaper. In 1829 he edited *The American Manufacturer* at Boston. In 1830 he edited *The Haverhill Gazette*, and later in that year became editor of *The New England Weekly Review* at Hartford.

While there, in 1831, he published his first volume of verse, *Legends of New England.*

He was back in Haverhill when the anti-slavery movement began, in which he participated with great enthusiasm, becoming later the poet of emancipation. In 1833 he published a prose tract against slavery. He helped found the American Anti-Slavery Society at Philadelphia in 1836 and was the society's secretary. In 1838–1839 he edited *The Pennsylvania Freeman* at Philadelphia, where his office was sacked and burned by a mob. In 1849 he published a volume entitled *Voices of Freedom. Laus Deo* was his last poem on this subject, which he wrote on hearing the bells ring for the passage of the constitutional amendment abolishing slavery.

He was a member of the Massachusetts Legislature in 1835–1836. He settled in Amesbury, Mass., in 1840, where he lived until his death, September 7, 1892.

Whittier's complete works, prose and verse, comprise seven volumes. He was an active writer for over sixty years. He was essentially a balladist and his position as such is pre-eminent in American literature. A poet of the people, justice, reform and humanity were his most frequent themes. He perhaps is best known for *Snow-Bound*, published in 1866, *Maud Muller*, published in 1866, and *Ballads of New England*, published in 1869. Among his well known poems are *Cobbler Keezar's Vision* and *Ballad to Shoemakers* in which, he praised in affectionate terms the gentle craft.

THE SHOEMAKERS

Concluded from Page 41

Let foplings sneer, let fools deride,—
Ye heed no idle scorner;
Free hands and hearts are still your pride,
And duty done, your honor.
Ye dare to trust, for honest fame,
The jury Time empanels,
And leave to truth each noble name
Which glorifies your annals.

Thy songs, Han Sachs, are living yet,
In strong and hearty German;
And Bloomfield's lay, and Gifford's wit,
And patriot fame of Sherman;
Still from his book, a mystic seer,
The soul of Behmen teaches,
And England's priestcraft shakes to hear
Of Fox's leathern breeches.

The foot is yours; where'er it falls,
It treads your well-wrought leather,
On earthen floor, in marble halls,
On carpet, or on heather.
Still there the sweetest charm is found
Of matron grace or vestal's,
As Hebe's foot bore nectar round
Among the old celestials!

Rap, rap!—your stout and bluff brogan,
With footsteps slow and weary,
May wander where the sky's blue span
Shuts down upon the prairie.
On Beauty's foot, your slippers glance,
By Saratoga's fountains,
Or twinkle down the summer dance
Beneath the Crystal Mountains!

The red brick to the mason's hand,
The brown earth to the tiller's,
The shoe in yours shall wealth command,
Like fairy Cinderella's!
As they who shunned the household maid
Beheld the crown upon her,
So all shall see your toil repaid
With hearth and home and honor.

Then let the toast be freely quaffed,
In water cool and brimming,—
"All honor to the good old Craft,
Its merry men and women!"
Call out again your long array,
In the old time's pleasant manner;
Once more, on gay St. Crispin's day,
Fling out his blazoned banner!

YESTERDAY AND TO-DAY

Hours for dreaming and contemplation over the shoemaker's bench are no more. A new order is firmly enthroned, for yesterday is history and to-day is here. Machinery in industry, system in business, rapid communication and rapid transit, and diversions without number have made meditation a lost art and leisure at work an impossibility.

Sherman, Wilson, Whittier, and their contemporaries would be amazed at the modern shoe factory, and especially at the almost complete substitution of machine processes for hand. Little did they foresee single firms manufacturing as many as fifty thousand pairs of shoes each day, the state of Massachusetts leading the nation in the shoe industry with over forty per cent of the total annual production of millions and millions of pairs, and within twenty miles of Boston great factories in which are manufactured more than five hundred and fifty different machines, each for use in some operation connected with the making of footwear of all descriptions and grades,—machines which for intricacy, accuracy, efficiency, and economy are marvels of inventive genius and mechanical skill and are indispensable wherever boots and shoes are made to-day.

Making-Good

The sun shines when you're making good,
Your heart is light, your pathway seems
A journey through a golden wood
Where all the trees bear golden dreams.
You laugh at trouble and at care,
You lift your head and face the day;
It seems so fine that you are there,
You love the labor all the way.

The heart smiles when you're doing right,
The soul in wider measure wings;
Your feet tread upward to the light,
Your spirit whistles and it sings.
The sweet contagion of your cheer
Falls on all lives within your range,
A higher purpose blossoms near,
Your soul is in immortal change.

The birds sing when your work's done well,
The laughter of the morn is grand;
You feel again the child-heart spell,
You dance like children through the land.
The perfect beauty of man's life
In golden revelations looms;
Your feet are on a stair of stars,
And all the world is filled with blooms.

Making Good

SEPTEMBER, 1916

Brown or Tan Shade
Pig Skin Uppers

EARLY FALL SHOWING BY
J. & J. SLATER
FIFTH AVE., NEW YORK CITY
U. S. A.

SEPTEMBER, 1916

Gray Cloth or Buck Top
Patent Vamp

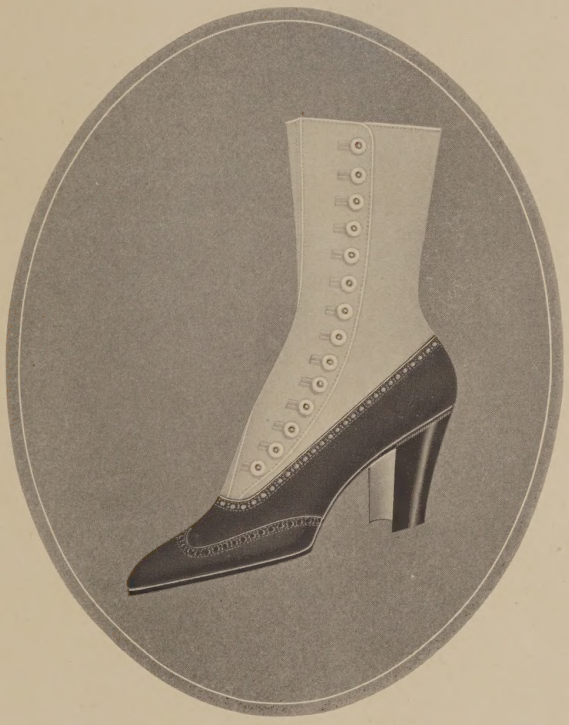
EARLY FALL SHOWING BY
J. & J. SLATER
FIFTH AVE., NEW YORK CITY
U. S. A.

SEPTEMBER, 1916

Cloth or Ooze Top
Tan Calf Vamp

EARLY FALL SHOWING BY
J. & J. SLATER
FIFTH AVE., NEW YORK CITY
U. S. A.

SEPTEMBER, 1916



Cloth or Buck Top
Black Russia Vamp

EARLY FALL SHOWING BY
J. & J. SLATER
FIFTH AVE., NEW YORK CITY
U. S. A.

H. O. COATES

PROMINENT IN THE SHOE TRADE OF AUSTRALIA

He travels that country representing the world known slipper manufacturer Hervey E. Guptill, Haverhill, U. S. A.

Modern Shoemaking

ORAN McCORMICK

ILLUSTRATED AND EDITED BY ORAN McCORMICK

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VOL. VII SEPTEMBER, 1916 NO. 1

WHAT IS COMING NEW?

is the question asked me by practically all shoe men I meet these days, and my answer invariably is, "What do *you* know?"

Does *anyone* know what will be the popular styles in footwear in six months from now, with a multitude of competent designers creating new lasts and patterns for the consideration of the retail merchants and their patrons?

Will any radical change come soon?

I don't think so, for contrary to prospects of such early developments in the foot fashions there is a side of the situation that appeals strongly to me, and that is the satisfaction the young women of this country are apparently getting out of their short skirts and dainty, comfortable—even though expensive—footgear.

The oldest shoemen in the trade are free to admit that never to their knowledge in the history of shoemaking has so much of their art,—and women's legs,—been visible to the naked eye. A situation, now that the mists of vulgarity have melted away, most pleasing, to say the least, for the ladies, who walk with their feet focused in the line of modern men's gaze.

Nobody particularly notices my lady's face any more. Her high-priced millinery doesn't attract since her beautiful boots have butted in.

Once she paid twenty-five dollars for a hat. Now the display windows are full of rich patterns at ten and twelve.

Once she paid four and five dollars for footwear. Now she pays ten, twelve and fourteen.

Once the men looked her in the eye, and winked. Now they stare at a two-inch space between the top of her shoes and the bottom of her skirts, and wonder!

She is spending less money on her top, and investing more on her bottom, and in this making herself happy and attractive. What does she, or the shoe trade, or the rubber-necked public care, when they are all satisfied?

The designers and trimmers of hats, who are getting the worst of the deal have had their day, which lasted for years past. Let them go hoot! while the present shoe styles that tickle the vanity of the fair sex continue, pending the appearance of something more interesting, which in my opinion has not been suggested yet.

ORAN McCORMICK.

¿COMO SERÁN LOS NUEVOS ESTILOS?

esta es la pregunta que en estos días me están haciendo todos los comerciantes del ramo de calzado, y lo único que puedo contestar invariablemente es: "¿Quien puede saberlo?"

¿Hay por ventura *alguna* persona que sepa cuales serán los estilos de calzado más en demanda dentro de seis meses, cuando en la actualidad multitud de expertos y competentes obreros están ideando nuevas hormas y patrones que someterán luego a la consideración de los comerciantes al por menor y de sus clientes?

¿Ocurrirán cambios radicales dentro de poco tiempo?

No lo creo. Aunque siempre existen probabilidades de un cambio rápido en las modas de calzado, hay un detalle que considero muy importante y es lo satisfechas que parecen estar las mujeres jovenes de este pais con sus faldas cortas y los bonitos aunque caros estilos de calzado que se usan en la actualidad.

Los fabricantes más antiguos admiten francamente que nunca como ahora se había podido apreciar a simple vista los detalles de los elegantes modelos productos de su industria—y las piernas de las mujeres. Esto ha traído como consecuencia que las miradas de los hombres del día se concentren en los pies de las damas en particular. Ya no se dedica toda la atención a la cara de la mujer, y los bonitos estilos de botas modernas eclipsan las cintas y flores de sus sombreros.

Antes pagaba la mujer veinticinco pesos por un sombrero y ahora las vidrieras de las modistas están llenas de estilos atractivos que solo cuestan diez o doce.

Antes pagaba la mujer cuatro y cinco pesos por un par de zapatos y ahora gasta diez, doce y hasta catorce en este artículo.

Los hombres acostumbraban a mirar a las bellas cara a cara y sonreían. Ahora dirigen sus miradas al espacio de dos pulgadas entre la parte alta de la bota y el bajo de la fas da—y admiran en silencio.

Ahora la dama gentil se preocupa más del calzado que de los sombreros y se siente feliz y atractiva. La nueva moda satisface plenamente a todas las partes interesadas: la mujer, el zapatero—y el mirón que estira el cuello para ver mejor.

Las modistas y sombreras, claro está, no están muy satisfechas que digamos, pero en tiempos pasados reinaron y fueron absolutos. Mientras tanto, dejemos que el bello sexo recrée su vanidad con los estilos actuales de calzado hasta que aparezca algo más interesante que en mi opinión no se ha ideado aun.

ORAN McCORMICK.

G. A. SCHAUB, PRESIDENT
NATIONAL SHOE TRAVELERS' ASSOCIATION

See following page

THE NATIONAL SHOE TRAVELERS' ASSOCIATION, INC.

SECRETARY'S OFFICE, 207 ESSEX ST., BOSTON, MASS.

BROTHER SHOE SALESMAN:

"Efficiency is **the** all-important word in business to-day. To be efficient, shoe salesmen must thoroughly understand their business. This includes, to a certain degree, a knowledge of conditions governing the manufacturing as well as the retail shoe business. Both must prosper if we, as shoe salesmen, are to be successful.

In order that the average retailer may secure a profitable return on his investment, it has been proved by authorities of unquestioned business ability that he must make an average gross profit of forty per cent on his sales. It is to our advantage to so advise him.

Help build up, instead of tear down this wonderful industry. Never was there a more opportune time. Through organization (composed of units of individuals working in harmony for the common good of all) big business was born, and its development depended upon bringing the various units to a higher percentage of efficiency.

The National Shoe Travelers' Association will be efficient only to the extent to which you, as a unit, will contribute. Don't be an onlooker. Take active part in the work of your local association. Learn what the National Association is doing, attend the National conventions. If you become actively interested in your home association, it will surprise you to learn how much good you will obtain by such work, and then you might put a lot of good into it. It will help you either way.

Of greatest assistance to both retailer and salesman is the work accomplished through associations. Unselfish interchange of helpful ideas, efficient merchandising methods and a solution of perplexing problems, will elevate this industry from one of bare solvency to a high degree of prosperity.

Since the convention in January, the increase in membership in the National Association has been approximately twelve per cent.

A new association was formed in Philadelphia in July. Milwaukee and New Orleans are in line.

"A chain is only as strong as its weakest link"—while progress in the National Association is continuous, its weakest link is in its membership. Won't you promise yourself to secure at least one new member before January 1st; also an advertisement for our Magazine. Please try, it will help us all. Co-operate with the officers of the National and your local association to further the interests of all shoe salesmen.

Wishing you a profitable and pleasant business trip, I remain,

Yours for efficiency,

G. A. SCHAUB

PRESIDENT NATIONAL SHOE TRAVELERS' ASSOCIATION.

See foregoing page

Pingree Gems

FROM THE NOVEL BOOK ENTITLED—"BOOSTING SHOE STORE PROFITS"

RECENTLY ISSUED BY THE PINGREE CO., DETROIT, MICH.

FROM THE BUYERS ANGLE

It seems to be generally admitted by the most clever buyers that their hardest task is to get the scent of the styles for the coming season. One man takes his men on the selling floor into his confidence. By admitting that he knows very little more than they do of what will be worn, he gets their ideas in weekly meeting. Each makes it a point to talk to as many of his principal customers as possible. The buyer visits all the cabaret shows, the skating palaces, dancing rooms, the great restaurants and hotels and—if it happens to be the season for them—the horse show, the automobile races, the baseball parks.

Another day's route may cover the fashionable shops, in most of which he has an acquaintance or two, the maker's salesrooms, the offices of the trade papers. These "field notes" as they may be called are entered in a little green covered book, and talked over with the sales people, as well as with certain customers who keep their eyes open when they take a trip to the metropolis, and are very willing to give their opinions. Women have never been more ready and willing to pay almost any price for shoes, providing the style is striking and becoming.

THE DISPLAY WINDOW

The show window can be made one of the best—if not the best—advertising medium in the world. The show window is immediate. As new footwear comes in it may be put at once into the window. But it takes at least a day or two to get the drawings and advertising ready for the newspapers or for circulars. Well dressed windows offer opportunity for great variety of treatment. You can arrange attractive displays for sales and entirely different layouts for openings and exclusive styles in the higher priced class. Windows are seasonable. The best display men change their windows so frequently that people cannot help but get the idea that theirs is a live, growing and progressive store. Little things are important in dressing windows well. The glass should be absolutely spotless, the floor perfectly clean, the fixtures neat, the drapings and backgrounds free from imperfections. If a passerby sees a carelessly arranged window she is going to feel that the whole store is conducted in the same slipshod way. She is going to let that same carelessness reflect on the merchandise in the window, too, whether she realizes it or not.

JUDGING SHOE ILLUSTRATIONS

Fine illustrations do help to sell shoes.

Makers and retailers would have discontinued them long ago if they had not proved this to their own satisfaction. Each shoe has its own distinguishing characteristics of form, color and texture. It is the artists' task to bring these out to the best advantage; the advertisers' task to select those illustrations that give the customer the correct idea of the shoe. The ideal shoe illustration may be defined as that which shows the shoes themselves to the best advantage; indicates their use and the occasions when they will be proper; has a real, definite idea behind it; answers better than words the customers' questions about the shoes; catches, holds and directs the eye to an important part of the ad; suggests positive qualities like motion, health, prosperity; is easy of understanding.

ON ADVERTISING

Shoe stores—and good ones too—have succeeded without advertising. Some are getting along without it. Some will no doubt continue to do so. But success is only relative. You may liken your business to a great ship provided with two propellers and two engines. One engine is personal, direct salesmanship which you employ in the store. The other is advertising or salesmanship applied indirectly through the various advertising mediums to the thousands on the outside of your store. The great ship can be driven forward by the use of one propeller and one engine. So your business will doubtless succeed if you use only one driving force—personal salesmanship. But to drive the great ship at full speed requires every ounce of power of both engines. To drive your business forward with the utmost rapidity, which is, of course, your object, you can't afford to neglect to use both of these great business engines,—Salesmanship and Advertising.

SUGGESTIONS FOR SALESPEOPLE

So far as I know there is no field under the sun that offers the rewards for hard, consistent effort that selling does. An efficient shoe salesman for example, is really an expert. And yet many of them are content to plod along in the old foot-paths, doing just enough to "get by" with the boss, instead of being prepared for any emergency. Physical fitness is demanded in business. A surplus of energy will give you an air of happiness and competence that customers will find attractive. Do you greet customers with "Something?" when anyone can see that they would never enter the store without a definite wish to look at shoes, to get information? Or do you make a "Good Morning" or a "How do you do" get the customer's favorable attention and lead her to state her wishes. Do you know just where to put your hand on every number and size in the store? Do you help customers decide by the right positive suggestions? Do you give them a chance to buy something else? Do they leave the store happily satisfied? A low tone of voice—clear, distinct and easily understood—will make a pleasing impression. It sounds sincere and convincing. It inspires confidence. You have seen shoe salesmen throw several boxes down on the floor near the customer and treat the contents with scant consideration when taking them out of the wrappings and showing them to the customer. Others show by every word and move and look that they admire the goods they are showing. that they would like their own wives to possess them, that they would be proud to present them to the finest woman in the world. What a difference. Which is your way?

New York

MEN'S FOOTWEAR FASHIONS FOR SEPTEMBER, 1916

The retailers in New York are holding out for the last bit of summer business. Labor Day is considered the final chance to dispose of summer goods and all the stores apparently are making a strenuous effort to obtain their share.

Novelty combinations in white and tan and all white low cuts are still shown early this month. In some of the up-town stores one window is trimmed with fresh Fall shoes and everyone is awaiting the early calls to get an idea on the early Fall business. Retailers are confronted with the same puzzle as a year ago, hence will the new dark brown calf take the place of mahogany Cordovan.

From a careful canvass it appears that in the $5.00 and $6.00 lines brown calf will be the best seller, however, in the best grade mahogany Cordovan will have no substitute. Some of the highest priced shops that have started to sell high shoes have sold Cordovan almost exclusively which indicates that our information, as related before, is reliable.

The sale on cloth tops in this city will be limited, but Buckskin tops will have a fair run. Some of the finest shoes shown are brown Russia calf bals with a medium shade of grey buck top, also, gun metal bals with dark grey buck tops.

There are a few narrow toe models shown, but the bulk of the shoes for Fall will be on the English models sold this summer. The toe caps are perforated with very small holes and there are not many wing tips on display.

Owing to French calf being practically off the market, retailers expect a big demand for black Cordovan instead.

LOS ESTILOS DE CALZADO PARA HOMBRES EN SEPTIEMBRE DE 1916

Los detallistas de Nueva York están ahora haciendo las últimas ventas del verano. "Labor Day" (la Fiesta del Labor) es la última oportunidad que se presenta para salir de todos los artículos de verano y todos los establecimientos están haciendo grandes esfuerzos a fin de disponer de lo más que sea posible.

Aun se están exhibiendo estilos de novedad en combinaciones de color y blanco en corte bajo en los primeros días de este mes. Algunos de los establecimientos de la parte alta de la ciudad tienen ya sus vidrieras arregladas con modelos para el otoño y todos los del ramo esperan la primera demanda por calzado para la estación venidera a fin de adquirir una idea de lo que estará más en boga después. Los detallistas tienen el mismo problema del año pasado, es decir, existe la incertidumbre si el beccero de color oscuro reemplazará al cordobán color caoba.

Después de una cuidadosa investigación se deduce que el material que se venderá más en calidades de $5.00 y $6.00 es el becerro de color oscuro, pero en calidades más finas seguirá imperando el cordobán. Algunos de los establecimientos más caros han comenzado a vender estilos muy finos y costosos de cordobán lo cual indica que nuestra información al respecto es correcta.

La venta de estilos con cañas de paño será limitada, pero en cambio se venderá modelos con cañas de piel de gamo. Algunos de los mejores estilos en exhibición son de Rusia oscura y corte Balmoral con caña de piel de gamo gris así como borceguíes Balmoral de becerro "Gun Metal" con cañas de piel de gamo gris oscuro.

Hay algunos estilos com puntera estrecha, pero la mayoría de los modelos para el otoño serán en las hormas inglesas que se vendieron en el verano. Las perforaciones de la puntera son pequeños y se ven pocas punteras de aleta.

Como prácticamente no hay becerro francés en el mercado, los detallistas esperan que habrá mucha demanda por cordobán negro.

MUSTARD YELLOW

THE NEWEST COLOR CREATION IN THE LINE OF SCHMIDT'S CALF LEATHERS

New York

WOMEN'S FOOTWEAR FASHIONS FOR SEPTEMBER, 1916

Owing to the constant change of styles the past six months the buying season was open almost all the time with the result that the stores carried a heavy stock of women's shoes and are continuing to advocate low cuts later than ever before.

Conditions are such that the stores are playing a "watchful waiting" game before bringing out all their new styles. A buyer for one of the largest ladies' shops in New York advanced the information that 70% of the ladies' business for spring and summer was on staple styles, which leaves some hope for the fall that there will be fewer changes and less combinations.

After a careful survey of the present conditions, we are convinced that September will be a white and black month. All white will not only sell this month, but until real cold weather as well.

Black kid, plain toe vamps with white kid tops, will be in demand.

The Jewish holidays start the latter part of this month and should the weather remain warm there will be an exceptional demand for all white high cuts as there are over a million Hebrews in New York.

September can safely be expected to bring forth a heavy demand for white, black and white, and greys in kid and buckskin.

A plain toe, circular vamp, dark grey buckskin lace, with a narrow, small pointed collar, will be a very popular style. Brown kid vamps with grey kid tops, also Havana brown kid with a medium shade of brown buckskin tops are among the first novelties to be sold.

Gun metal lace with grey buckskin tops are also being featured.

LOS ESTILOS DE CALZADO PARA SEÑORAS EN SEPTIEMBRE DE 1916

Debido al cambio constante de estilos durante los pasados seis meses, la estación de ventas permaneció abierta por más tiempo que de costumbre y el resultado de esto ha sido que las tiendas han tenido grandes existencias de calzado de señora y los detallistas siguen aconsejando la compra de estilos de corte bajo hasta muy entrada la época de ventas de calzado de corte alto.

Los establecimientos están siguiendo una política de "espera" antes de poner en exhibición los nuevos estilos. El comprador de una de las tiendas más grandes de calzado de señora en Nueva York ha dicho que el 70% del negocio de estilos para señoras en el verano y la primavera fué hecho vendiendo modelos de formas de uso general, lo cual indica que en otoño se venderá calzado con menos cambios y combinaciones.

Después de un estudio cuidadoso de las condiciones actuales, estamos convencidos que en Septiembre se usará mucho calzado blanco y negro. Los estilos blancos se seguirán vendiendo hasta que comience el frío. Los estilos de cabritilla negra, sin puntera y con cañas de cabritilla blanca estarán en demanda.

Las fiestas religiosas de los judíos comienzan durante la última parte de este mes y si continúa el calor, habrá una demanda excepcional por botas altas blancas, pues hay en Nueva York más de un millón de hebreos.

Puede asegurarse que en Septiembre habrá también demanda por calzado blanco, blanco y negro así como gris en glasé y piel de gamo.

Una bota de cordones, sin puntera, de pala circular, de material de piel de gamo y de caña terminando en punta, será un modelo muy en demanda. Se usará también palas de cabritilla oscura con cañas de cabritilla gris y tambien el color habano con caña de piel de gamo parda. Estas combinaciones serán las primeras novedades.

También se usará material "Gun Metal" con cañas de piel de gamo gris.

MUSTARD YELLOW

THE NEWEST COLOR CREATION IN THE LINE OF SCHMIDT'S CALF LEATHERS

Philadelphia

MEN'S FOOTWEAR FASHIONS FOR SEPTEMBER, 1916

The men in Philadelphia are among the first to buy low shoes and about the last that want to discard them. The weather early this month has been in their favor, and without a cool spell soon, retailers do not look for a big demand for high cuts until next month.

Among the first calls mahogany Cordovan bals are in the lead and a number of the retailers predict another big season's business on that style. There is just one way the sale of colored Cordovan differs in this city than in any other, Philadelphia has always sold a number of wing tips and for Fall they are found on Cordovan bals, also.

A number of stores are showing styles that may be considered novelties for men, such as the new shade of dark brown calf bals with champagne calf tops, also a brown calf bal, circular vamp, wing tip, with a tan boarded calf top.

Colored cloth tops are not expected to sell here this fall, but mahogany Russia bals with champagne buckskin tops will bring some additional business, also gun metal bals with grey buckskin tops. Cordovan calf will be a very popular shoe in the $5.00 and $6.00 grades, but in the top grade the men want genuine Cordovan.

Philadelphia and vicinity is quite a centre for horse-back riding and the stores are going after this business with more vim this season than ever before. Tan Russia calf boots with stiff and soft legs are displayed, also wax calfskin.

In the $6.00 shoes a few narrow toe lasts appear and have started to sell in the high-grades, however, the English models that sold last season will sell again.

LOS ESTILOS DE CALZADO PARA HOMBRES EN SEPTIEMBRE DE 1916

Los hombres en Filadelfia son los primeros en comprar calzado de corte bajo y los últimos en dejarlos de usar. La temperatura al principio de este mes ha sido favorable para dicho tipo de calzado y si no viene tiempo frío pronto, los comerciantes al por menor no creen que habrá mucha demanda por calzado de corte alto hasta el mes próximo.

Parece que entre los estilos que se usarán prevalecerán los de cordobán color caoba en corte Balmoral y esperan los detallistas otra buena estación para ventas de dichos modelos. La única diferencia que existe en Filadelfia y otras ciudades en la venta de calzado de cordobán de color es que en Filadelfia siempre se han vendido bastantes estilos de puntera de aleta cuya forma se usa también en el otoño con material de cordobán y patrón Balmoral.

Muchos establecimientos están exhibiendo estilos que pueden considerarse como novedades para caballeros, tales como un nuevo color de becerro amarillo oscuro Balmoral con caña de champagne y también estilos de becerro amarillo oscuro con pala circular, puntera de aleta y caña de becerro de color agranelado.

No se espera mucha venta este otoño de estilos con cañas de paño de colores, pero en cambio se crée que los borceguíes de cuero de Rusia, Balmoral, con cañas de piel de gamo champagne se venderán algo lo mismo que los de becerro "Gun Metal" con cañas de piel de gamo gris. El becerro cordobán estará en gran demanda para las calidades de $5.00 y $6.00, pero para las calidades más finas el público exige cordobán genuino.

En Filadelfia y sus alrededores hay gran afición a montar a caballo y los comerciantes se están ocupando más que nunca en tener buenos surtidos de botas de becerro de Rusia con cañas duras y blandas así como de los mismos estilos en becerro lustroso.

En las calidades de $6.00 hay pocos estilos de punta estrecha, pero los modelos de forma inglesa que se vendieron la pasada estación volverán a venderse de nuevo.

MUSTARD YELLOW

THE NEWEST COLOR CREATION IN THE LINE OF SCHMIDT'S CALF LEATHERS

Philadelphia

WOMEN'S FOOTWEAR FASHIONS FOR SEPTEMBER, 1916

With so many people out of town the stores have not shown all of their new styles for next fall. Reduction sales will continue until about September 15th on pumps and low cuts.

The sale of all white bals and buttons still continues and if it keeps up much longer stores that are not prepared will be sold out.

Not only buckskin is selling, but canvas as well, just like the early June business.

From the advanced styles shown and the general talk among retailers, each store will concentrate on fewer styles and more sizes the coming season. The run on white high cuts has started a demand for black vamps with white tops. From present indications almost any kind or shade in grey bal or button will sell this fall.

The big business early in the season will be between white, or tan and grey.

Philadelphia is a great city for wing tips for men and now the fad has taken the ladies as well. One of the smartest boots shown is a dark grey buckskin button, circular vamp and wing tip.

In the $8.00 class and upward real wing tips are sold. In $5.00, $6.00 and $7.00 boots imitation wing tips with the perforations on the vamps are purchased.

There are very few cloth tops on display; the stores have a variety of buckskin and suede tops and will push all leather shoes. They see no place for cloth tops this winter.

The best seller in colored kid will be a dark grey. A few in light shades will also sell.

Plain toes will be worn this fall, heavier than ever before in high cuts.

A handsome boot shown has a dark mahogany kid vamp, scalloped edge, plain toe and white kid top.

LOS ESTILOS DE CALZADO PARA SEÑORAS EN SEPTIEMBRE DE 1916

Debido a que mucha gente no ha regresado aún de veranear, los establecimientos no han exhibido todavía los nuevos estilos para el otoño y las ventas de zapatos bajos y corte escotado, a precios reducidos, continuarán hasta el 15 de Septiembre, aproximadamente.

Se sigue vendiendo botas blancas, de cordones y botones, y si continúa la demanda como hasta ahora habrá establecimiento que no pueda suministrar dichos artículos a sus clientes.

No sólo se está vendiendo botas de piel de gamo sino también de lona, como si se tratara de las ventas a principios del mes de Junio.

A juicio de los detallistas y en vista de los estilos que han salido ya, cada establecimiento se dedicará a la venta de menos variedad de modelos, pero en mayores surtidos en la estación venidera. El furor por botas altas ha creado una demanda por palas negras y cañas blancas. Todo parece indicar ahora que este otoño se venderá mucho todo estilo, de botones o cordones, en color gris, oscuro o claro.

Las ventas mayores, no obstante, al principio de estación serán de colores blanco, amarillo y gris.

Filadelfia es un gran centro para calzado de puntera de aleta para hombre y ahora se venden estos estilos en calzado de señoras. Uno de los estilos de señora más elegantes que han puesto en exhibición es de piel de gamo gris, botones, pala circular y puntera de aleta.

En las calidades de $8.00 para arriba se venderán muchos estilos de puntera de aleta. Las calidades de $5.00 $6.00 y $7.00 serán botas con palas perforadas.

Hay muy pocos estilos con cañas de paño en las vidrieras y la variedad de modelos con cañas de piel de gamo y gamuza aumentarán la venta del calzado de cuero debido a lo cual se venderá muy poco con cañas de paño.

Entre los materiales en demanda de glasé de color, el gris oscuro se venderá más aunque habrán algunos estilos en colores claros.

Las botas sin puntera se venderán más este otoño que en estaciones pasadas.

Hay un estilo muy elegante de bota de glasé color caoba, canto ondeado, sin puntera y con caña de cabritilla blanca.

MUSTARD YELLOW

THE NEWEST COLOR CREATION IN THE LINE OF SCHMIDT'S CALF LEATHERS

Boston

MEN'S FOOTWEAR FASHIONS FOR SEPTEMBER, 1916

The present time is what might be called the betwixt and between season with shoe retailers. The first of September ended up clearance sales with the majority of high grade stores, although several of the stores, for a few days past the first, held mark-downs on styles left over. This season did not witness many extra reductions during the sales, the majority of retailers having found their stocks pretty well sold out at the end of the summer season. Although many have started to buy their fall foot coverings, the demand is not as great as it will be in a few weeks. The most enjoyable weather of the year is generally enjoyed in this part of the country at this time and therefore the majority of men wear their summer footwear through the month of September. The better stores report a brisk trade in oxfords, with a fairly good demand for high cuts. A good business is taken care of by retailers this time of year with the young men preparing to attend the preparatory schools and colleges, who before leaving town buy several pairs of shoes in both high and low cuts, to take care of their footwear demands for the early part of the school year.

Black and tan Russia calf oxfords are the popular forte at the present time, with black slightly in the lead, although Cordovan is having a big sale and growing more popular every day. Many retailers predict that this leather in high cuts will have an extra large demand for late fall and winter, the wearing qualities of Cordovan having made a strong appeal to the younger men's trade especially.

Wing tips and modified perforations are being shown extensively on fall models.

LOS ESTILOS DE CALZADO PARA HOMBRES EN SEPTIEMBRE DE 1916

El tiempo presente es lo que se podría llamar "la de entre-estaciones" para los detallistas. El día primero de Septiembre terminaron las ventas a precios reducidos en la mayoría de los principales establecimientos de calzado, aunque algunas casas mantienen los precios bajos en modelos de la estación pasada por algunos días más. Los precios de las últimas ventas no fueron muy bajos pues la mayor parte de los detallistas habían vendido casi todas sus existencias al finalizar el verano. Aunque muchas personas han comenzado a adquirir calzado para el otoño, la demanda no es tan grande como será dentro de algunas semanas. Como en esta parte del país el tiempo es generalmente delicioso en esta época del año, los hombres continúan en su mayoría usando calzado de corte bajo de verano durante el mes de Septiembre. No obstante, en los establecimientos mejores hay bastante ventas de zapatos bajos y también comienzan ya a venderse los borceguíes. Además, en este mes se vende mucho calzado a los jóvenes que se están preparando para ingresar en los colegios y universidades en el campo, quienes compran varios pares de calzado de corte alto y bajo para la primera parte del año escolar.

Los zapatos bajos de becerro de Rusia de color y negro—y especialmente estos últimos—son los que están más en demanda aunque el material de cordobán está ganando muchos adictos. Muchos detallistas predicen que que se venderán muchos borceguíes en dicha piel para la última parte del otoño y para el invierno y especialmente entre el elemento joven.

Las punteras de aletas y perforaciones medianas abundan en los estilos de otoño.

MUSTARD YELLOW

THE NEWEST COLOR CREATION IN THE LINE OF SCHMIDT'S CALF LEATHERS

Boston

WOMEN'S FOOTWEAR FASHIONS FOR SEPTEMBER, 1916

The fashion notes decree that women's skirts shall be longer this fall and winter, but inasmuch as this decree embodies only a few inches, retailers are not worrying, as fashion is still keeping them high enough to allow a full view of the efforts of American shoe manufacturers.

Most of the stores have just finished taking stock after their clearing out sales, and fall selling has not yet reached its high speed. The kind of weather being indulged in at the present time in Boston is of the sort to encourage the ladies to keep on wearing their summer footwear, although a good satisfactory business is taking place in women's low cut effects. Boots although selling to some extent will not reach any high marks in sales until a few weeks have elapsed. Plain one color pumps are selling strong just now, with black and gray the most popular. The better grade stores are featuring spats to sell at $2.50 and upwards and from present indications these will have an especially large run this year. This of course tends to increase the sale of low cut shoes for the fall season.

In high boots blacks and grays will without doubt hold popular favor this fall and winter. Two-tone grays, and black vamps with gray tops, both in kid and suede have started to sell well. Brown is also selling to some extent. Cloth tops are going to sell big this fall and winter. In extra accessories the better class of stores are still doing a big business on buckles, while the feminine demand for stockings to go with their footwear is causing them to demand hosiery at around $3.00 and $4.00 a pair, and upwards. One store that has featured a silk and wool stocking reports a more than satisfactory business with this special. This end of the shoe business is becoming more important and profitable every day.

LOS ESTILOS DE CALZADO PARA SEÑORAS EN SEPTIEMBRE DE 1916

La moda decreta que las faldas de las mujeres sean más largas en este otoño y en el invierno, pero como la diferencia será solamente de unas cuantas pulgadas, los detallistas no se preocupan mucho pues el producto de la industria americana de calzado seguirá siendo "exhibido" con todos sus detalles.

La mayor parte de los establecimientos acaban de tomar balance de existencias y aun no están en su mayor apogeo las ventas para el otoño. La agradable temperatura reinante anima a las damas a seguir usando el calzado de verano aunque se efectúan ya ventas importantes de zapatos bajos. Las botas se están vendiendo moderadamente y dentro de algunas semanas aumentará muchísimo la demanda por las mismas. En la actualidad se vende mucho calzado escotado de un color y principalmente de color negro y gris. Los establecimientos de artículos finos están vendiendo polainas desde $2.50 para arriba y se espera que habrá mucha demanda por estos venglones en la estación venidera. Como es natural, las polainas estimulan la venta de zapatos de porte bajo en el otoño.

Sin duda alguna, las botas altas negras y de color gris continuarán siendo las favoritas para el otoño e invierno. También comienzan a venderse bien los modelos de gris en dos tonos con palas negras y cañas color gris de cabritilla y de gamuza. Se vende asimismo bastante de color pardo. Las cañas de paño se usarán bastante durante el otoño y el invierno. Las tiendas elegantes están vendiendo muchos accesorios extras como hebillas y existe también gran demanda por medias finas que cuestan desde $3.00 y $4.00 el par. Una tienda que se ha dedicado a un estilo especial de seda y lana ha hecho muy buenas ventas. Este renglón en combinación con el de zapatos aumenta en importancia cada día más.

MUSTARD YELLOW

THE NEWEST COLOR CREATION IN THE LINE OF SCHMIDT'S CALF LEATHERS

San Francisco

MEN'S FOOTWEAR FASHIONS FOR SEPTEMBER, 1916

"Quiet Elegance" in men's footwear, appears to be the slogan for this season's selling, and the demand at this time calls for novelties along conservative lines, with a few extreme radical ones having a ready sale.

Tans have been, and are still among the "Best Sellers." There is a very brisk call for those having a chocolate kid vamp lace pattern, with a grey kid, (or Ivory kid) topping, made upon an English last, with a good wide shank, and having a low broad heel.

The conservative tan Russia bal, invisible eyelets, extreme English last, quite pointed in the toe, are good in both the higher grade as well as the popular priced shoe.

The Mahogany shade of Russia calf is meeting with good success in button as well as lace models.

The ever popular black vici kid has again come into its own, demands for shoes of this vamp having increased over 40 per cent in the past two months, and we find that there are many *fancy* shoes being shown and moving very rapidly. Among them we find a black kid button shoe, with a *dark* grey kid top, made on a semi-English last, flat vest buttons to match the tops.

Another, made of black kid vamp, button pattern, with a black cloth top, English last, is very good.

In dull stocks, (as wax calf and gun metal) the demand for the past month shows improvement, and call is centering itself along heavier footwear such as a gun metal button with dull kid or grey buck tops.

Severely plain gun metal bal, overweight single sole, extreme English toe last with a low broad heel, wide shank, for the better grade.

Men's low shoes (except white buck) have been very poor merchandise for the retailers in California this season.

Lace has had the call, with button shoes a very close second. Fancy shoes for men's wear, (so called Millinery shoes) are coming very fast.

LOS ESTILOS DE CALZADO PARA HOMBRES EN SEPTIEMBRE DE 1916

Tal parece que el moto para calzado de hombre en esta estación es "Elegancia y Sencillez." Los estilos nuevos pero de líneas sencillas se están vendiendo fácilmente y en cambio no hay demanda por modelos de patrones originales y raros.

El calzado de color sigue siendo el favorito. Hay demanda asimismo por material glasé color chocolate de cordones, con pala del mismo cuero y caña de cabritilla gris, horma inglesa y enfranque y tacón anchos.

Los estilos conservadores de Rusia, Balmoral, con ojillos invisibles, horma puramente inglesa y puntera estrecha, se están vendiendo en calidades muy finas y también en las de precio moderado.

El material de Rusia color caoba tiene salida en estilos de cordones y de botones.

El siempre popular glasé negro vuelve a ser lo que fué y en la actualidad la demanda por estilos con esta piel ha aumentado casi un 40% desde hace dos meses. Además, se están fabricando muchos modelos de fantasía con dicho cuero, los cuales se venden fácilmente. Entre dichos estilos hay uno de botones, glasé negro, en horma semi-inglesa con caña de cabritilla gris y botones planos que hacen juego con la caña. Hay también otro modelo de glasé negro en botones con caña de paño negro y en horma inglesa que es muy bueno.

Parece que también ha aumentado la demanda por materiales de becerro sin brillo como "Gun Metal," concretándose la misma a estilos fuertes como los de "Gun Metal" en botones con cañas de cabritilla sin lustre o de piel de gamo gris.

Para calidades más finas se están fabricando estilos de suela sencilla, horma inglesa, de material "Gun Metal" y corte Balmoral y con enfranque y tacón anchos.

Con excepción de los de piel de gamo blanca, los zapatos bajos de Hombre no han sido artículos buenos esta estación para los detallistas de California.

La demanda mayor es por modelos de cordones aunque se venden mucho los de botones. Se puede notar que los estilos de fantasía para Hombres estarán muy en boga en el futuro.

MUSTARD YELLOW

THE NEWEST COLOR CREATION IN THE LINE OF SCHMIDT'S CALF LEATHERS

San Francisco

WOMEN'S FOOTWEAR FASHIONS FOR SEPTEMBER, 1916

Mid-summer sales have been the rule since July 15th, ending September 1st, stimulating as it were conditions considerably, which were not nor have been bad this season, all reporting excellent results from sales held.

Locally, this has been a big White Season. White glaze kid lace boots, white soles and white leather Louis heels, also with turn soles and kid covered LXV heels, have been and are still strong sellers.

Lace boots, (8¼ inch pattern) with black kid vamps, Ivory, white, and grey kid tops, mostly turn soles, kid covered heels, circular vamps and plain toes are now having the call.

Two-tone effects, mouse colored kid vamps, chocolate kid vamps, with light kid, and others with No. 4 buck tops, button patterns, are unusually strong at this writing.

Our windows in general are showing early fall styles, and among those that are meeting with ready favor is one with a black gun metal vamp, mouse or light grey buck top, (8¼ inch pattern) light welt sole, imitation tip, full leather Louis heel. Another with black kid vamp, button pattern, grey kid top, welt sole, and leather Louis heel, plain toe, imitation wing tips, in women's footwear has created the long-looked-for *second* pair wanted by Milady for street and afternoon wear.

A creation that has met with instant favor is made of light shade of tan kid, tan kid top of same, button pattern ¼ foxed, turn sole, full wood LXV covered heel, and an imitation full wing tip. Another is of patent vamp, mat top, lace pattern, welt sole, leather Louis heel, quite narrow in the toe, and a long imitation full wing tip.

Black kid boots in both lace and button are exceedingly good, two of which are notably popular. Bright kid lace, (9 inch pattern) circular foxed, imitation full wing tip, welt sole, full leather Louis heel. Bright kid button (high pattern) ¼ foxed, welt sole, quite narrow in the toe, imitation full wing tip, leather Louis heel.

We look forward to a continued demand and all indications point very strongly to another "Novelty" season in women's shoes, for fall and winter wear, and while the darker shades in tans and greys will rule, combinations with buck and suede tops are *now* and will continue to be strong.

The semi-English walking or street boot has taken hold very strongly in two-toned effects, and many are being sold in grey and mode shades of buck. The best seller at this writing is made with a chocolate shade kid vamp, grey kid top, English last, carrying 1¼ inch Cuban heel, giving the foot a trim comfortable look.

Colonials and pumps have been very slow this season. Tan high boots have been strong.

LOS ESTILOS DE CALZADO PARA SEÑORAS EN SEPTIEMBRE DE 1916

Las ventas de mitad de verano, desde el 15 de Julio hasta el lo de Septiembre, han sido bastante satisfactorias, de acuerdo con las informaciones recibidas, y han estimulado el negocio en general.

Se puede decir que en la localidad ha sido una estación "blanca." Los modelos que han salido con mayor facilidad, y que aun se venden bien, han sido botas de cabritilla blanca, tacones Luis XV de cuero y suela blanca y también zapatos virados con los mismos esilos de tacones forrados con cabritilla.

La demanda actual es por botas de cordones de 8½ pulgadas de alto con palas de cabritilla negra, cañas de cabritilla crema, blanca y gris, modelos de escarpín, palas circulares y punteras lisas.

También se nota predilección por cañas de cabritilla de color oscuro y claro y color chocolate, asi como cañas de piel de gamo No. 4 y patrones de botones.

En las vidrieras de nuestros establecimientos están en la actualidad exhibiéndose los primeros modelos para el otoño y entre los mismos los más en demanda parecen ser los de pala de becerro "Gun Metal," cañas de piel de gamo gris o más oscuras, (patrón de 8½ pulgadas de alto) suelas de vira livianas, puntera de imitación y tacón Luis XV corrido de cuero. También so nota que las damas escogen para uso diario en las calles un estilo de botones con pala de glasé negro, caña de glasé gris, suela de vira, puntera lisa, imitación aleta y tacón Luis XV de cuero.

Una creación que ha obtenido gran éxito inmediato es una bota de glasé de color claro con caña del mismo material, suela virada, tacón Luis XV corrido de madera y cubierto y puntera imitación de aleta.

También está en boga un modelo con pala de charol, caña de mate, cordones, suela de vira, tacón Luis XV de cuero, punta estrecha y puntera larga imitación aleta.

Las botas de glasé negro, de cordones y botones, son también muy buenas y entre las mismas hay dos estilos que obtienen preferencia: uno de glasé lustroso (patrón de 9 pulgadas) con puntera imitación aleta, suela de vira y tacón Luis XV corrido de cuero y el otro de glasé lustroso también, en botones (patrón alto), punta bastante estrecha, puntera imitación aleta y tacón Luis XV de cuero.

Anticipamos una continua demanda por "novedades" en la próxima estación en calzado de señoras para otoño e invierno. Aunque prevalecerán los colores más oscuros de amarillo y gris, las combinaciones de cañas de piel de gamo y de gamuza continuarán siendo bastante solicitadas.

La bota de calle de horma semi-inglesa se sigue vendiendo bastante en dos colores especialmente en piel de gamo gris. El estilo más solicitado en estos momentos es hecho con pala color chocolate, caña de cabritilla gris, horma inglesa y con un tacón cubano de 1½ pulgada. Tiene mucha vista.

Los zapatos coloniales y de corte escotado no se han vendido bien. En cambio, las botas han tenido mucho éxito.

MUSTARD YELLOW

THE NEWEST COLOR CREATION IN THE LINE OF SCHMIDT'S CALF LEATHERS

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